Día de la Mujer Latina

Culturally Competent, Community Based Strategy for Health Services Delivery in the Latino Community since 1997
• Día de la Mujer Latina is a national, non-profit organization, founded by a Latina breast cancer survivor, with a determination to address the health disparities in the Latino population.

• DML utilizes an innovative culturally-specific “health fiesta” model, designed to bring preventive health care services directly to the community.

• DML’s strength lies in its coalition and partnership building efforts with community based organizations, local businesses, regional and national government entities, health care providers and key stakeholders and a vision for growth.

• The success of its client service model rests upon the numerous and dedicated Promotoras/Patient Navigators that have been cultivated through certified training programs.
Management

Experience

• 20 year cancer survivorship
• 15 years of developing culturally and linguistically proficient health education and health literacy
• 26 years of traveling across the globe, learning about other cultures
• 15 years of teaching trusted members of these at-risk communities to teach others about chronic disease through our bilingual signature Promotores training
• 13 years of serving as a consumer reviewer for NIH, NCI, DOD and Susan G. KOMEN Foundation
• Teaching at Baylor College of Medicine: Cultural Competence, Health Literacy and Health Promotion to medical students in addition to researching "Medical Mistrust."

Awards

• Appointed to Health & Human Services (HHS) National Promotores Initiative – Elected Chair
• APHA-Latino Caucus 2011 Distinguished Nationally Known Health Professional AWARD
• Appointed to APHA Executive Leadership Committee on Women’s Rights.
• Appointed to HHS Region 6 HEALTH EQUITY COUNCIL – Co-Chair
• Appointed Texas State Health Advisory Council for Promotores/CHW
• Honored by the First Lady Michele Obama at the White House for Breast Cancer Awareness dedication
• 2007 Recipient of the TBS “Movie & a Makeover” July 14, 2007 for Community Work Nationally
• 2006 APHA- “Meritorious Community Organization of the Year”

Publications

• Wong-Kim, E., Chilton, J., Goh, Ginés, V. Breast Health Issues of Undocumented Women in California and Texas, Journal of Cancer Education
Training for Promotores/Community Health Workers-Building Community Resiliency

1. Communication Skills:
   - Listening
   - Use language confidently and appropriately
   - Ability to read and write well enough to document activities

2. Interpersonal Skills
   - Counseling
   - Relationship-building
   - Ability to work as a team member
   - Ability to work appropriately with diverse groups of people

3. Service Coordination Skills
   - Ability to identify and access resources
   - Ability to network and build coalitions
   - Ability to provide follow-up

4. Capacity-Building Skills
   - “Empowerment” - Ability to identify problems and resources to help clients solve problems themselves
   - Leadership
   - Ability to strategize
   - Ability to motivate

5. Advocacy Skills
   - Ability to speak up for individuals or communities and withstand intimidation
   - Ability to use language appropriately
   - Ability to overcome barriers

6. Teaching Skills
   - Ability to share information one-on-one
   - Ability to master information, plan and lead classes, and collect and use information from community people

7. Organization Skills
   - Ability to set goals and plan
   - Ability to juggle priorities and manage time

8. Knowledge Base on Specific Health Issues
   - Broad knowledge about the community
   - Knowledge about specific health issues
   - Knowledge of health and social service systems
   - Ability to find information

*Additionally, a 20 hour Community Emergency Response Train the Trainer Course and a Teen Promotores Program in Texas.
Target Market

• According to the U.S. Census Bureau (2010) an estimated 50.5 million people, or 16.3% of the total U.S. population self identified as Hispanic/Latino.

• Latinos are less likely to be diagnosed early in life which decreases survival rates dramatically. The median age for diagnoses is 62 years.

• Low rates of screening and poor adherence to diagnostic follow-up are thought to contribute to the increased mortality rates among Latinos.

• Research has determined that the occurrence of cancer, heart disease and other preventable diseases is influenced by economic, social and cultural factors.

• It is estimated that 36% of the population live in poverty, of which 28% are Latinos. An estimated 34% have no health insurance, and significantly more have inadequate insurance coverage.
Key Milestones

• Our **Quinceañera** - 15 year anniversary
• Texas Recognition for Historical Conference in Austin of Promotores/Community Health Workers
• Texas State certified training curriculum
• Over 500 trained health professionals
• Brand awareness in over 39 cities and growing
• Affiliation with academic and research institutions
• Registered over 84,000 women via Health Fiestas
• Expanded core competencies to include cancer, obesity, nutrition, diabetes, autism, and vaccines compliance.
• Promote Community Resiliency with Emergency Preparedness Program.
The Basic Plan for 2013

• Problem: Latino families are not utilizing preventative care services

• Issue: Mistrust, Lack of Access, Lack of culturally & linguistically proficient healthcare

• Proposed Solution
  – Evaluate needs and beliefs of 6 Latino-populated Cities
  – Increase training programs for Promotores/Community Health Workers and Instructors of P/CHWs
  – Provide affordable preventative services for underserved Latino families via Promotores de Salud
  – Implement services to better serve this population
New Look, New Name & Expanded Mission

• January 21, 2012 – Inaugural Celebration of the new title “Día de la Mujer Latina y Su familia”
• Expanding Mission: M.I.N.E. Framework To Motivate, Integrate, Navigate & Empower our Latino Families to Community Resiliency.
• New Look – New Logo
PLAN OF ACTION

- SITES: Houston (Oct 27, 2012, Miami (Jan 12, 2013), Puerto Rico (Mar 9), San Diego (April 13), Houston (May 19); Dominican Republic (June 28); Chicago (Aug) New York (Sep 29),
- Trained Promotores & Community Health Workers will present “monthly mini health fiestas” with a specific focus on the health issue of the month.
- Contest from February-April for teens on “Why Should I Get Vaccinated” – entries must be in YouTube format.
- 1st Main Health Fiesta in April is Vaccine Awareness Month and the winners will win $1000 towards scholarships.
- 2nd Health Fiesta in May - with a concert/fashion show for women/girl’s health
- 3rd Health Fiesta in September Día del Hombre Latino”
- 4th Health Fiesta in December - concert for our Latino Youth.
Scheduled Community Interventions

• January/enero  Women's Cancers
• February/febrero  Heart Disease
• March/marzo  Colorectal Cancer
• April/abril  Immunization – HPV
• May/mayo  Mental Health for Mothers
• June/junio  Emergency Preparedness
• July/julio  Maternal and Child
• August/agosto  Diet/Nutrition and Fitness
• September/septiembre  Prostate Cancer Awareness
• October/octubre  Breast Cancer Awareness
• November/noviembre  Diabetes Awareness
• December/diciembre  HIV Awareness
Competitive Advantages

• Proactive, trusted engagement with growing demographic
• Cultural competent service delivery
• Certified training model that is ready to scale
• Opportunities to scale medical ecosystem
• Job creation and valuable skills training
• Highly educated, engaged and credible leadership
• Unique connection to policy and research opportunities
• Core competencies in subject matter and customer service delivery model
• Strong brand recognition, awareness and credibility
• Solid evaluation and ongoing client engagement model
Future Opportunities

• National market penetration
• Scale training program for Promotoras
• Expand advisory board
• Integrate clinical trials and research
• Expand job creation opportunities
• Extend reach of Fiesta to over 100,000
• Create networks of trainers, clients, service providers, etc.
Business Model

• $250,000 Program Delivery per city
  – Training of over 50 Promotores
  – Outreach to over 1,000 clients

• $25,000 Fiesta Sponsorship (minimum)
  – Brand visibility and awareness
  – Speaking engagement potential

• $20,000 Corporate Advisory Council (minimum)
  – Access to relevant and culturally competent data
  – Potential research opportunities
Partnership Opportunities

• Financial investment in local or national program delivery

• Client Service sponsorship
  – Events
  – Service delivery

• Support engagement opportunities for health care providers and/or clients

• Advisory role and advocate
Promoting Health & Community Resiliency within our Latino Familias

Venus Ginés
(www.diadelamujerlatina.org)